

R E M A R K S

Entry of this Amendment and reconsideration of this application as amended are respectfully requested.

PRIOR ART OF RECORD

Upon review of the references cited, it is noted that the Chamlian reference (US Des. 335394), cited by the Examiner in the rejection of claim 14 in the prior Office Action, is not listed on any Form PTO-892 or Form PTO/SB/08A. Applicant therefore respectfully requests that the Examiner make this reference of record as well as the Jost reference (US 4779366) cited by the Examiner in the corresponding continuation-in-part application, USSN 11/014,061.

ALLOWABLE SUBJECT MATTER

The Examiner's indication of the allowability of the subject matter of claims 2, 5, 8-16 and allowance of claims 42 and 43 is respectfully acknowledged. It is also believed that claim 1 is allowable in view of the absence of any rejection thereof and inclusion of claim 1 in the list of objected claims in the Office Action Summary.

Allowable claim 8 has been rewritten in independent form, i.e., to include the subject matter of base claim 45 and

intervening claim 7. Thus, claim 8 and claims 9-16 which depend directly or indirectly from claim 8, should be allowed.

**CLAIM REJECTIONS - 35 U.S.C. 102**

Claim 41 was rejected as being anticipated by Oxley (USP 2,434,860). Claim 44 was rejected as being anticipated by Lawrence (USP 4,296,561). Claims 45, 3, 4, 6 and 7 were rejected as being anticipated by Reinhard (USP 6,209,248). Claims 45, 3, 4 and 6 were rejected as being anticipated by Reim (USP 4,212,122).

The Examiner's rejections are respectfully traversed in view of amendments to claims 41, 44 and 45.

Claims 41 and 44 are amended to recite that the retaining panel has a substantially planar portion defining a plurality of edges and retaining members formed along all of the edges of the retaining panel. Claim 45 is amended to recite that the retaining member along a first edge (of the retaining panel) extends to an adjacent second edge and the retaining member along the second edge is spaced from the retaining member along the first edge to thereby define an access opening between the retaining members along the first and second edges.

With respect to claim 41, the display frame of Oxley has a retaining panel 10 with retaining members, i.e., "re-entrant flaps" 10a, 10b, on only three edges, namely, the top and lateral

edges. The bottom edge must be free of any flaps in order to allow the base member 11 to be shoved into a position between the side flaps 10a.

Since Oxley does not disclose, teach or suggest a retaining panel of a display frame having retaining members formed on all edges, it cannot anticipate the embodiment of the invention set forth in claim 41.

With respect to claim 44, the display frame of Lawrence, only the upper and lower edges include retaining members, i.e., latching means 13, 14. The lateral edges do not include any retaining members and thus not all of the edges of the retaining panel include retaining members.

Since Lawrence does not disclose, teach or suggest a retaining panel of a display frame having retaining members formed on all edges, it cannot anticipate the embodiment of the invention set forth in claim 44.

With respect to claim 45, the display frame of Reinhard includes semi-cylindrical retaining members on each edge which are connected to one another (see Fig. 10). The display frame of Reim includes retaining members 14 arranged on all edges of the retaining panel and which are connected to one another.

In contrast to the embodiment of the invention now set forth in claim 45, there is no retaining member in either Reinhard or

Reim which is spaced from another retaining member along an adjacent edge to define an access opening therebetween.

Since Reinhard and Reim do not disclose, teach or suggest a retaining panel of a display frame having retaining members on adjacent edges with an access opening therebetween, they cannot anticipate the embodiment of the invention set forth in claim 45.

In view of the changes to claims 41, 44 and 45, it is respectfully submitted that the Examiner's rejections of these claims, and claims 3, 4, 6 and 7 which depend directly or indirectly from claim 45, have been overcome and should be withdrawn.

**CLAIM REJECTION - 35 U.S.C. 103**

Claims 45, 3, 4, 6 and 7 were rejected as being unpatentable over Reim in view of Vogele (USP 3,918,187).

The Examiner's rejection is respectfully traversed since Vogele does not overcome the deficiencies of Reim in that it does not disclose retaining members on adjacent edges of a retaining panel spaced from one another to define an access opening therebetween as now set forth in claim 45.

Therefore, one could not modify Reim in view of Vogele and arrive at the embodiment of the invention set forth in claim 45, or those set forth in claims 3, 4, 6 and 7 which depend directly or indirectly on claim 45.

In view of the changes to claim 45, it is respectfully submitted that the Examiner rejection of this claim, and claims 3, 4, 6 and 7 which depend directly or indirectly therefrom, has been overcome and should be withdrawn.

#### NON-ELECTED INVENTIONS

It is respectfully submitted that claims 8 and claim 45, as now set forth, are generic to all of the species identified by Examiner in the Office Action dated January 24, 2005. Since claims 17-40, directed to non-elected species and previously withdrawn from consideration, depend directly or indirectly from claim 8 or claim 45, these claims should now be considered by the Examiner.

#### AUTHORIZATION TO CHARGE FEE

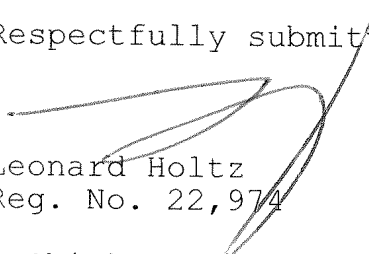
As previously set forth, the application contained 45 claims, of which 6 were independent, and the appropriate claim fee was paid for such claims. The application now contains 45 claims, of which 6 are independent. Accordingly, no fee is believed to be due for entry and consideration of this Amendment. However, authorization is hereby given to charge any fees which may be determined to be required to Deposit Account No. 06-1378.

Application No. 10/717,285  
Amdt. dated Jun. 21, 2006  
Reply to Office Action dated Apr. 13, 2006

Customer No. 01933

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,



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